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DOCUMENT DESCRIPTION: Letter from Donald Tulloch, Jr., to Ruberoid Co. RE
Decorative Finish for Aircell

SPM
DONALD TULLOCH, JR.,
16th Floor, Inquirer Building
Philadelphia, Penna.

SEP 29 1936

REPRODUCED AT THE NATIONAL ARCHIVES

HA SEP 22 '36

September 21, 1936

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HA SEP 24 '36

Mr. Herbert Abraham, President
Ruberoid Company
New York City, N.Y.

Dear Mr. Abraham:

For some time past there has been a real demand for a decorative finish for aircell. The objections to canvas and asbestos jacketed material are too obvious to require repetition.

Attempts to date to meet this need have been unsuccessful in one or more of the requirements for a practical solution for this problem.

The writer is now in position to announce that he has invented a product meeting requirements outlined on the attached sheet. As an initial step, licenses on patent application on nominal royalty will be offered to manufacturers of asbestos paper.

It is anticipated that licensees will be given, on the nominal royalty contemplated, only to holders of licenses under the Toohey Patent.

If you are interested, I will be glad to go into the subject further. The product has possibilities in other directions than as a finish for Aircell alone, but I plan to proceed more slowly on these.

Very truly yours,

Donald Tulloch, Jr.
Donald Tulloch, Jr.,

756 76

Moffitt
Obtained 7-26-40
1-12407 Atty. J. H. F.
Federal Trade Commission
Lester
Interpreted

THE PROBLEM:

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Improvement of appearance and utility of Low Pressure insulations.

REQUIREMENTS:

1. Material must be fireproof.
2. " " " flexible.
3. " " " cheap.
4. " " " waterproof
5. " " " decorative
6. " " " free from deterioration.
7. " " " sanitary.

PRESENT PRACTICE:

1. Painting of canvas jacketed material.
2. Application of glazed papers.

Moffit Exhibit 36
7-26-40 Letter
8-11-40 Intern
Federal Trade Commission

THE SOLUTION:

After long experimentation a material has been prepared meeting the above specifications as follows:

1. Material subjected to Bunsen Burner for several minutes turns gray, but does not support flame or burn.
2. Material when applied to asbestos jacketed covering fails to crack when joint is repeatedly opened and closed.
3. Material is well within range on price.
4. Material is entirely impervious to water.
5. Material acts as vehicle for the usual pigments and gives smooth surface with soft gloss. Gloss can be varied to suit.
6. Material gives a much whiter surface than competitive materials now made and does not have a tendency to discolor with age.
7. Material can be washed readily and repeatedly.

It is proposed to license under patent application to holders of Rooney license who manufacture paper; to register a suitable trade name for the product; to grant the use of this trade name only to holders of licenses, and to push the use of this product, which is so different visually as to create a market for itself.

It should be noted that this material is made for application on a sheet of asbestos wrapper, thus eliminating the use of canvas entirely and increasing the use of asbestos paper.